FOR YOUR INFORMATION

J. YVETTE ROBINSON

DATE: July 10, 1998

TO: Vicki Berner

SUBJECT: **Miles For Redemption Event/EMI Agency**

As a follow-up to our meeting on July 10th, here is a recap and next steps regarding the Miles for Redemption Program/Event and EMI Agency:

The overall objectives are:

Primary

- To evolve Marlboro Miles to provide value for Marlboro smokers beyond gear and catalog programs.

- To provide news and excitement to Marlboro franchise especially among YAS.

Secondary

- Utilize smoker networks - friends that collect miles

New Ideas:

- Consider ideas as spontaneous, ongoing, market by market. Works off of miles that exist in the marketplace, not current volume. Utilize smokers ability to network miles among their collecting friends.

- All Marlboro Miles will be accepted in the back end.

Overall Concept:

- Invited YAS + guest, utilize Miles to gain entry into a Marlboro event, which includes the following:

  - Live recording artist and celebrity/DJ host - music/dance.
  - Food with recipes from Marlboro Cookbook and Drink (cash bar for alcohol)
  - Gifts/Incentives
  - Bar Venue - (Vicki Berner)

  in exchange for 300 miles (60 packs)

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Source: https://www.industrydocuments.ucsf.edu/docs/kpkn0004

- Communication
  - Local ROP to advertise Marlboro Party 4 weeks prior to program.
  - Direct Mail to YAS on database; communicate event and provide miles for redemption card
  - Posters and fliers in bars

- Logistics
  - First 1,000 adult invited YAS (and their guests); show up at club/venue with 300 Marlboro miles to redeem entrance
  - EMI to collect miles at the door and execute event
  - EMI to hire artist/talent
  - Miles redemption cards will be provided to smokers (van program) in-line to enable YAS to adhere miles to card while waiting for entry.
  - Possibly utilize a direct mail piece - YAS can adhere miles before arriving at club/venue. TBD by Brand
  - Incentive awarded to all adult smokers with 300 miles. TBD by Brand
  - Rain check (not a Marlboro night) will be provided to YAS that do not gain entry due to capacity.

- Participate in Club/Venue in two of the following Markets:
  - Atlanta
  - New Orleans
  - Chicago
  - Philadelphia
  - St. Louis
  - Memphis

- Hold parties on 3 nights in each market
  - off nights (Monday, Tuesday or Wednesday) Sequence or nights TBD

- On-Site Activities
  - "Marlboro" signage currently used in Marlboro Bar Program will be utilized for Miles for Redemption program.
  - Stage backdrops, banners, neons, etc.

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Source: https://www.industrydocuments.ucsf.edu/docs/kpkn0004

1. Vicki Berner will schedule introductory meeting with Jose and Yvette EMI week of 7/13. (early part of week)

   - All elements of Miles for Redemption event/program information will be provided to EMI

2. Tentative meeting scheduled 7/14 with Joe Murillo, Legal re: EMI contract amendment.

3. Dominique Gable to provide Marlboro Bar Program current schedule. (visit bar night)

jyr/me

cc: I. Broeman
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Source: https://www.industrydocuments.ucsf.edu/docs/kpkn0004